

IN THE CLAIMS:

Please amend Claims 29 and 37 and add new Claims 39 to 41, as shown below. Please cancel Claims 4 to 6, 32, 35 and 36 without prejudice or disclaimer of subject matter. The claims, as currently pending in the application, read as follows:

1. to 24. (Cancelled).

25. (Previously Presented) An information appliance comprising:
a display having a working display area incorporating a permanently reserved advertising display area disposed within the working display area, said reserved display area being adapted to display advertising information independently of a non-advertising application being run on the information appliance; and
input means adapted to accept a software upgrade for said non-advertising application, said software upgrade being configured to update advertising information, wherein said updated advertising information is displayed, independently of said non-advertising application being run on the information appliance, when said information appliance is operating.

26. to 28. (Cancelled).

29. (Currently Amended) An information display business system for selling an information appliance comprising:

a display incorporating an advertising display area disposed within a working display area, said advertising display area being associated with an advertising cost charged for displaying advertising information on the advertising display area;

a store for storing advertising information;

an advertising application for displaying the advertising information on the advertising display area;

a non-advertising application for execution on the information appliance, where the advertising information is displayed independently of the non-advertising application being executed on the information appliance;

wherein the business system comprises:

information appliance selling means for offering said information appliance for sale for a price, said information appliance having a manufacturing cost;

advertising selling means adapted to offer for sale an amount of said advertising display area for the advertising cost charged for displaying advertising information on the advertising display area, wherein the advertising information is displayed independently of the non-advertising application being executed on the information appliance; and

price determination means adapted to determine said price dependent upon a difference between said advertising cost and said manufacturing cost.

30. (Previously Presented) An information display business system according to claim 29, wherein the price of the information appliance is equal to the cost of manufacturing the information appliance less the advertising cost plus a profit.

31. (Previously Presented) An information display business system according to claim 29, wherein the advertising cost depends upon at least one of (i) a time period for which the advertising information is displayed by the advertising application, and (ii) a relative size of the advertising display within the working display area.

32. to 36. (Cancelled).

37. (Currently Amended) An information display business system according to claim 29 further comprising:

means for producing, at an upgrade cost, ~~said~~ upgrade software for upgrading both the non-advertising application and the advertising information used by the advertising application;

advertising cost determination means adapted to determine the advertising cost for an amount of said advertising display area to be offered to an advertiser;

upgrade price determination means adapted to determine said upgrade price dependent upon a difference between said upgrade cost and the advertising cost; and

means for offering for sale, at said determined upgrade price, the produced upgrade software for use with the information appliance.

38. (Previously Presented) An information display business system according to claim 37, wherein the price of the upgrade software is equal to the cost of producing the upgrade software less the advertising cost plus a profit.

39. (New) A method for selling an information appliance said information appliance comprising (a) a display incorporating an advertising display area disposed within a working display area, said advertising display area being associated with an advertising cost charged for displaying advertising information on the advertising display area, (b) a store for storing advertising information, (c) an advertising application for displaying the advertising information on the advertising display area, and (d) a non-advertising application for execution on the information appliance, where the advertising information is displayed independently of the non-advertising application being executed on the information appliance, said method comprising the steps of:

offering an amount of the advertising display area for sale for an advertising cost charged for displaying advertising information on the advertising display area, where the advertising information is displayed independently of the non-advertising application being executed on the information appliance;

determining a price for the information appliance dependent upon a difference between the advertising cost and the manufacturing cost of the information appliance; and

offering the information appliance for sale for the determined price.

40. (New) A method for selling an information appliance according to claim 39 comprising a further step of:

pre-loading the advertising information into the information appliance during manufacture.

41. (New) A method for selling an information appliance according to claim 39 comprising a further step of:

loading the advertising information into the information appliance after manufacture using an insertable memory medium upon which the advertising information is stored.